

FIG. 1

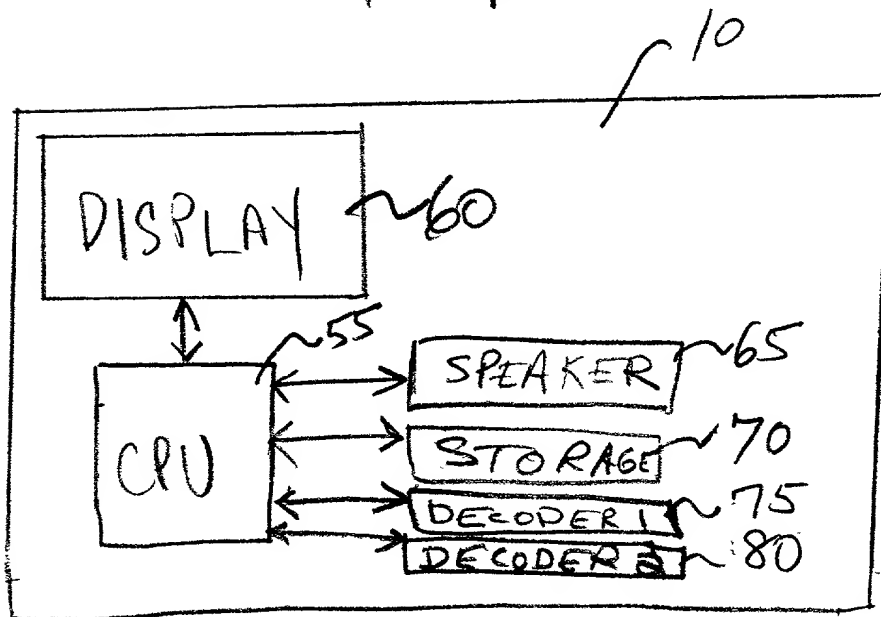


FIG. 2

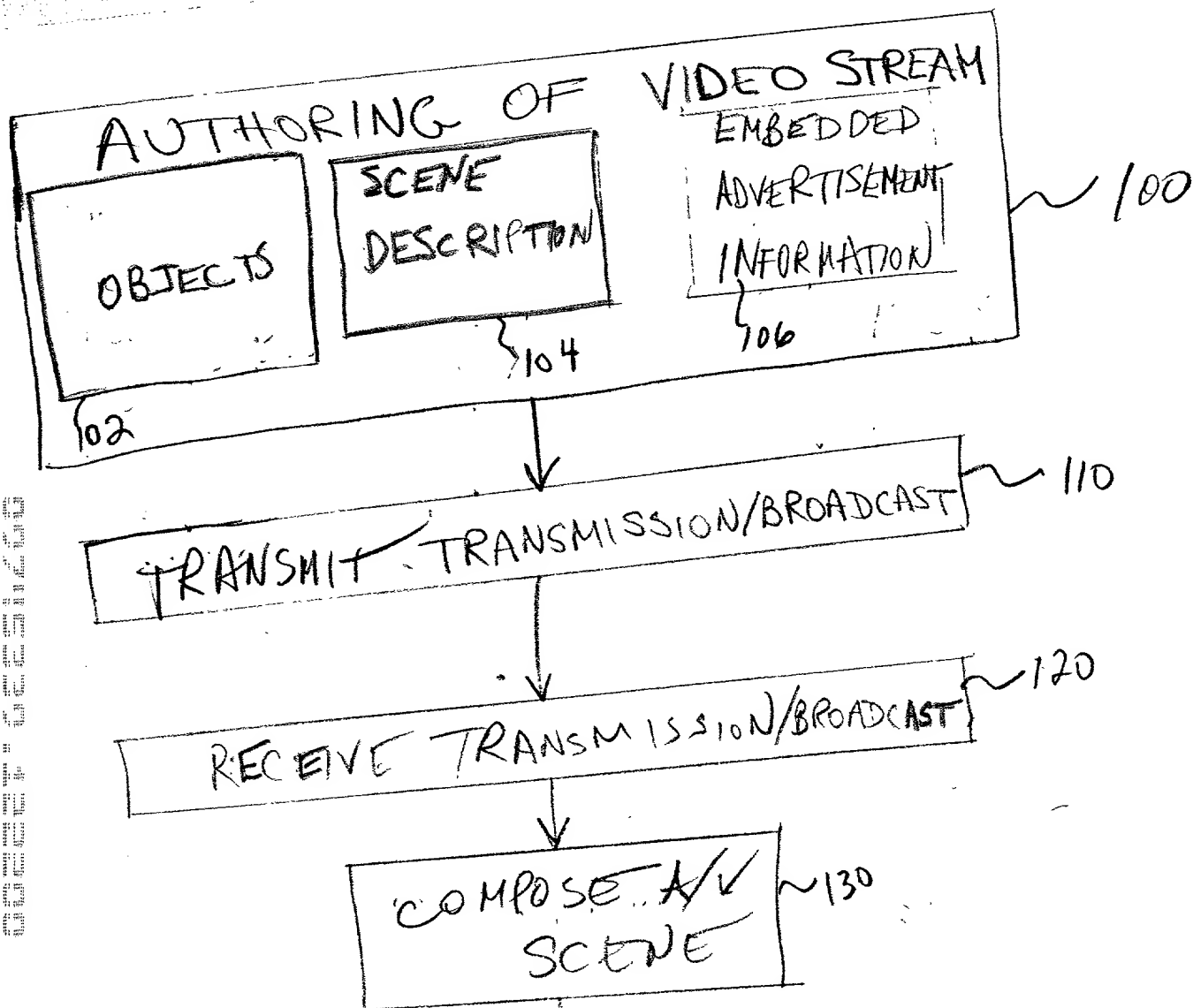


FIG. 3A

FIG. 3B

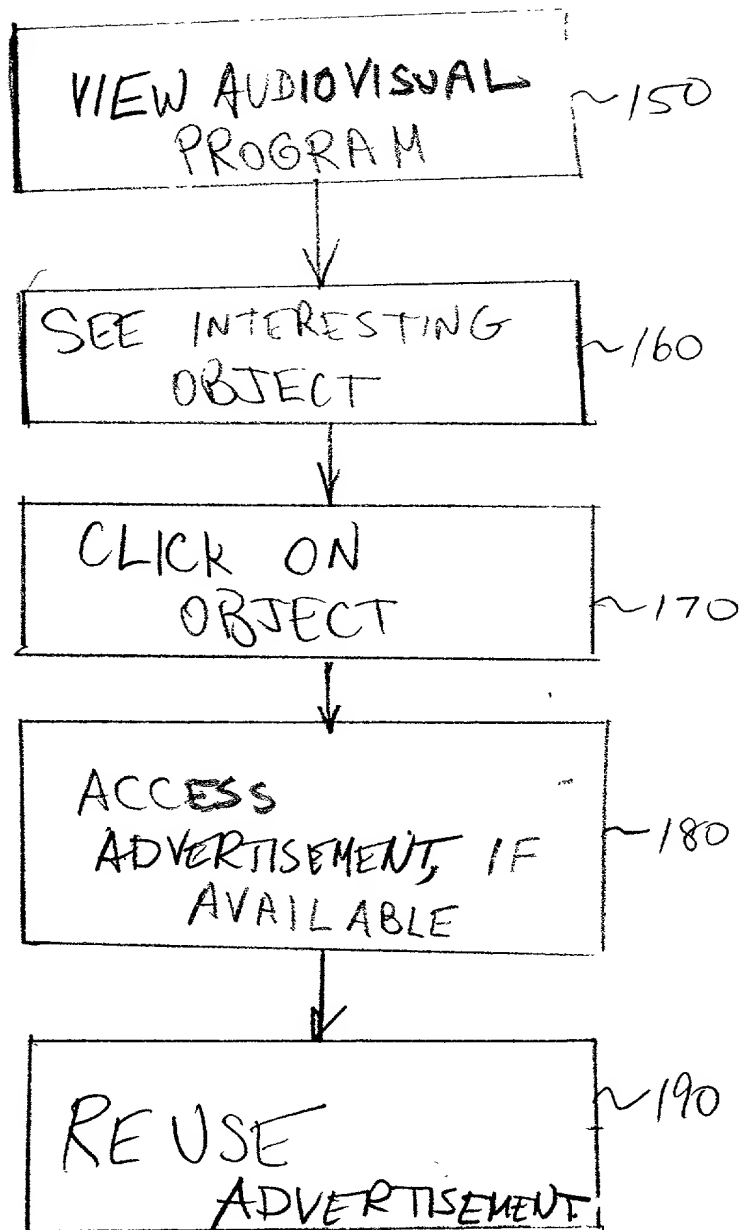


FIG. 4

~200



502 — AD

210

Formatted Product Information

car

\$\$\$\$

BMW Roadster
released 12/99
9 colors



www.bmw.com

Category ~ 212

Price ~ 214

Text Description ~ 216

Audio/visual Presentation ~ 218

Web links ~ 220

- bookmark ~ 222
- capture ~ 224
- view ~ 226
- download ~ 228

Let's make things better.

Fig. 5

PS

USER PROFILE

Please specify what advertisement categories you wish to view by highlighting the categories of interest

Cars
Electronic Gadgets
Widgets

235



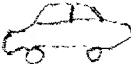
230

FIG. 6

SUMMARY OF ADVERTISEMENTS - VIDEO 1

240

250

1.	APEX PRODUCE		30 sec. Begins 6 min. after start of video	20% off this week on apples
2.	BIG DEPARTMENT STORE		30 sec Begin 6:30 min after start of video	Special on Furniture and Jewelry.
3.	QUALITY CAR DEALER		60 sec Begin 13:00 min after start of video	2.9% Financing on 3 models

CLICK TO
PLAY VIDEO

251
CLICK
TO PLAY
VIDEO

FIG. 7

MULTI-LEVEL SUMMARY

270 I: TOP LEVEL DESCRIPTION
MOVIE: MIRACLE ON 34TH STREET

280 II: MID LEVEL DESCRIPTION
SCENE 1: DINNER (includes Dining Table)

106 III: LOW LEVEL DESCRIPTION OF OBJECT SELECTION
{ OBJECT: DINING TABLE
{ ADVERTISEMENT: MACY'S AD # 143
{ PRICE: \$540
{ WEB SITE: WWW.MACYS.COM

260

FIG. 8

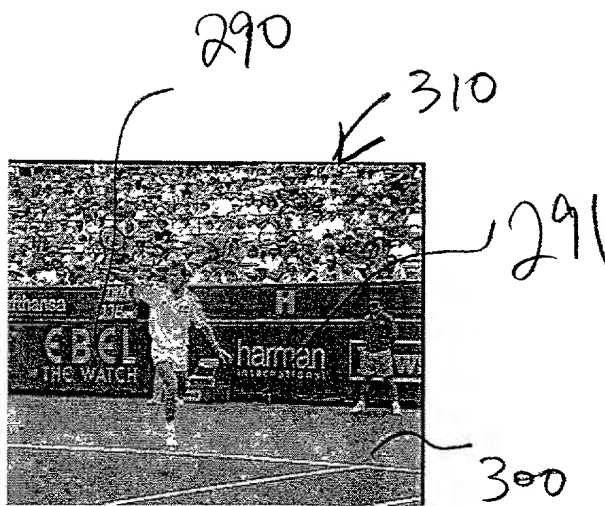


FIG. 9